WHAT WE

With extensive reach & experience, our multi-platform network delivers highly relevant pet content to millions. We can directly align your brand with the top purchasers of pet products and services through digital, mobile, and social.
OUR BRANDS SPEAK TO THE WORLD’S LARGEST PET AUDIENCE.
TRAFFIC SOURCES

Mobile: 38%
Tablet: 4%
Desktop: 58%
Our Audience

MONTHLY REACH

- 1MM Total Pageviews
- 640K Unique Users
- 1.1MM Social Media Followers
- 265K Email Subscribers
- 7.2MM Display Ad Impressions
GEOGRAPHIC DEMOGRAPHIC

USA 77%
UK 3%
CANADA 2%
Australia 1%
DEMOGRAPHIC

45% attended college
16% attended in School

HHI average $50k-$100k
DEMOGRAPHIC STATISTICS

74% Female

26% Male
Age | 41% 18-44

Age | 42% 45-64

Age | 17% 65+
Our Audience

iHeartCats Direct Email

Sent to iHeartCats 188K engaged subscribers.
- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing.

PrettyLitter

ASPCA

Media Bundle
Hey Tracy,

Tuffy is a tiny kitten who was rescued from the streets at just four days old. It wasn't long before one of her back paws became inflamed, ripping up her leg. After an emergency trip to the vet, they determined a leg amputation was the only option. Unfortunately, medical costs are high for this procedure.

Will you help cover the cost of Tuffy's surgery so she can grow big and strong?

Thanks for your support,
Jack G.
IHeartCats Petitions
Our Audience

Popup Overlay Ad

Pop-up Ad Overing Blog Content for High-Impact Exposure

- Engage consumers with a highly-intrusive customizable placement ideal for petitions, white paper offers and free gifts.
- Maximize engagement by starting with a question, leading into an offer.
- Multiple display rules available to maximize engagement. Ex: time on page, new visitors, blog page
Featured Product

Sent to iHeartCats 117K engaged subscribers.
- Feature promotional placement above the first product section of the newsletter.
Newsletter Editorial Mention

- Includes thumbnail image and subject line, redirects to clients landing page or the iHeartCats blog post.
- Weekly editorial newsletter sent to 117K subscribers
Organic Facebook Social Post

Sponsored Social Media Post

- Client can be tagged on post with opportunity to boost.
- 1.2 MM Facebook Followers
Boosted Facebook Social Post

Sponsored Social Media Post

- Client can be tagged.
- 1.2 MM Facebook Followers
Exclusive Website Feature on theFeed

theFeed is a social post style ad feed on iHeartCats, example here iHeartCats.com/the-feed

- The Feed receives an average of 100K impressions each month for the first slot, serves on top 2.
Lead Generation Giveaway

Month-Long Co-Branded Giveaway Promoted Across iHeartCats Platforms

- Drive lead generation and brand awareness through giveaway promotions and sign-ups
- Custom entry form and landing page on iHeartCats include product information, links and video, and promo code offer
- Entry form captures consumer name, email address for lead generation and retargeting
- Giveaway promoted throughout the month across Facebook and onsite promotions subscribers
- Featured in weekly newsletter
Goal is to educate customers about a specific product, service or brand. Editorial will team assist in writing copy to match the voice of the brand.

- Lives on blog indefinitely.
- Co-branded endorsement.
- Excellent SEO and search, for brand awareness
- Opportunity to roadblock all IAB display ads on page

Marketing:
- 2 general newsletter editorial mentions
- 2 Facebook organic post
- 1 Facebook “boosted” post to past buyers
- SEO keywords and long form content, 1,200 character minimum
Pre-roll Video: Serves In-Content

Video ads in run in the center of iHeartCats Blog on mobile and pop-up on the right hand side on desktop with a clear X button to close.
THANK YOU

CONTACT

ERICA PRESLEY
ERICA@HOMELIFEMEDIA.COM

COURTNEY CLARK
COURTNEYC@HOMELIFEMEDIA.COM